



Keeping you Knowledgeable, Safe, and in Compliance!

Ernest A. Emerson Fire Protection Resource Library

A Volume From the Library



Public Information Officers

Nowadays all public servants, including firefighters and their departments, are under a microscope. Not only does each and every firefighter need to constantly be acting as a representative for the department, but the department needs to have a skilled Public Information Officer (PIO) on staff. This can't just be the closest firefighter to the press. This person must represent the department *formally* in response to disasters, other incidents, liability issues, and department management issues.

What makes a good PIO?

- Someone with a good working knowledge of fire science.
- Someone with a thick skin.
- Someone who can keep their cool.
- Someone with "people skills."
- Someone who has been through a good PIO training program.

**Learn more about being a PIO with the below resources.
Contact the TCFP Library if you need additional information.**

Standards

[NFPA 1035: Standard for Professional Qualifications for Fire and Life Safety Educator, Public Information Officer, and Juvenile Firesetter Intervention](#)

Online Training

[Firefighter Support Foundation's Free Program on the Public Information Officer's Role](#)

Online Articles

[Qualifications Of A Public Information Officer](#) (Firehouse, November 2002)

[PIO 101: The Basics of Media Relations for the Fire Service](#) (Firehouse, August 2010)

[PIO 101: The Anatomy of an Effective News Release](#) (Firehouse, November 2010)

[PIO 101: Tips for Media Interviews](#) (Firehouse, May 2011)

[Emergency response, PIO, crisis](#) (Fire Chief, October 2006)

TCFP Library Resources

[COMMUNITY RELATIONS](#)

[MEDIA SAVVY, PART 1 AND PART 2](#)

[PUBLIC INFORMATION OFFICER TRAINING PROGRAM](#)

For assistance in choosing training materials, or to make recommendations for additions to the library, please contact Laura Bucaro, the commission librarian at (512) 936-3833, via e-mail at library@tcfp.texas.gov, or visit the [Emerson Library](#) at the commission's headquarters facility during regular business hours.

April 2, 2012



After Action Podcasts

Check out the new "After Action Podcasts" brought to you by [National Firefighter Near-Miss](#), [IAFC](#), and [ISFSI](#). The second in their series is on [Crew Resource Management and Firefighter Rules of Engagement](#).

Also, check out our [Avoid Injury! blog post](#) on the value of learning from other departments' after action reports and post-incident analyses.